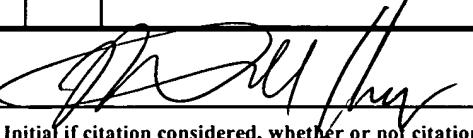


<b>INFORMATION DISCLOSURE CITATION</b> <i>(Use several sheets if necessary)</i>				Docket Number (Optional) <b>00-017</b>		Application Number <b>09/538,750</b>	
				Applicant(s) <b>WALKER et al.</b>			
				Filing Date <b>March 30, 2000</b>		Group Art Unit <b>Not Yet Assigned</b>	
<b>U.S. PATENT DOCUMENTS</b>							
*EXAMINER INITIALS	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	A	5,878,400	03/02/99	Carter, III			
	B	5,903,880	05/11/99	Biffar			
	C	5,970,470	10/19/99	Walker et al			
	D	6,016,504	01/18/00	Arnold et al			
	E	6,029,141	02/22/00	Bezos et al.			
<b>FOREIGN PATENT DOCUMENTS</b>							
REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						YES	NO
F	EP 0 971 302 A1	12/01/00	Europe				
<b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>							
	G	"THE POSITIVE SIDE OF INFECTION: A VIRUS YOU'LL WANT TO SPREAD", Interactive PR & Marketing News, Vol. 6, No. 18, September 3, 1999.					
	H	"EMAILDIRECT'S STEALTH MARKETING STRATEGY KEEPS COMPANY ON LEADING EDGE OF OPT-IN-MARKET; COMPANY'S VISION OF OPT-IN-MARKETING HAS BECOME RECOGNIZED STANDARD", Business Wire, January 19, 2000.					
EXAMINER 				DATE CONSIDERED <b>8/23/02</b>			
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							

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INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)		Docket Number (Optional) 00-017	Application Number 09/538,750
		Applicant(s) WALKER et al	
		Filing Date March 30, 2000	Group Art Unit Not Yet Assigned
*EXAMINER INITIAL <i>MM</i>	OTHER DOCUMENTS (including Author, Title, Date, Pertinent Pages, Etc.)		
I	Kathryn Balint, "THE ALERT CONSUMER", Copley News Service, Financial Pages Section, January 31, 2000.		
J	Monica Rogers, "SOME LOW-COST TRICKS TO TOUT ONLINE FIRM: IT DOESN'T TAKE LOTS OF MONEY TO CREATE BUZZ FOR A WEB SITE", Crain's Chicago Business, Pg. SB6, February 14, 2000.		
K	"EBAY E-MAIL AUCTION TO FRIEND", ( <a href="http://cgi3.ebay.com/aw-cgi/eBayISAPI.dll?ShowEmailAuctionToFriend&amp;item=280308801">http://cgi3.ebay.com/aw-cgi/eBayISAPI.dll?ShowEmailAuctionToFriend&amp;item=280308801</a> ), downloaded March 10, 2000.		
L	"ACCOMPANY CLICK AND TELL (SM)", ( <a href="http://www.accompany.com/tell?cycle_id+151612">http://www.accompany.com/tell?cycle_id+151612</a> ), downloaded March 10, 2000.		
EXAMINER <i>MM</i>	DATE CONSIDERED <i>8/23/02</i>		

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